

FLOAT CONFERENCE

Board Meeting #26
December 18, 2019 | 2 pm - 3:30 pm PST

Quorum Present

Present:

- Ashkahn Jahromi (President) / Graham Talley
- Andy Larson (Treasurer)
- Gloria Morris (Secretary)
- Jake Resch
- Matthew Smith / Jamie Phillips
- James Harder
- Roy Vore
- Jocelyn Jester (Operations Team)
- Esther Paul (Operations Team)

Absent:

- Sean Lavery / Jesse Ratner-Decle
- Kevin McCulloch
- Kim Hannan

Agenda:

1. **Vote to approve last meeting's minutes (Official Vote)**
2. **General updates**
3. **Update on Sub-Committees**
4. **Finances from 2019**
5. **Choosing a City/Venue for 2020**
6. **Next Meeting Date**
7. **Closing Comments**

1 - Vote to Approve Last Meeting's Minutes

Vote on Minutes from Nov 20 meeting: *Unanimous Approval*

2 - General Updates

Reminder to sign the Conflict of Interest Form and get that back to Jocelyn if you haven't already.
Secondary reminder that each person needs to sign the form, not just each Board Seat.

3 - Check in with Sub-Committees

Sponsorships

Met last week and discussed a few overarching decisions. Team wants to get in contact with higher level sponsors and bigger companies that need to get us in their budget before the end of the year. We are hoping to have the city and dates so that we can get that rolling.

Speakers

We went over the system that we used last year with the format of inviting and accepting applications for speakers and discussed a few ways to improve that system. We also came up with a few tweaks to the application system. We are currently working on the ideas list to start deciding who we will want to speak.

4 - Finances from 2019

Almost all of our expenses are settled in QuickBooks - aside from the remainder of the video editing, which Jocelyn is currently working on.

All the expenses that come through will be associated to a conference year. So the formation fees ended up being included in the 2019 numbers, which is one of the weirdest examples that we will see.

The way that we categorized the income that flowed through the conference bank account is deliberately not listed here. So Float Conference took the Workshop ticket money, and then paid that out to FTS. The amount of money shown is just the 5% administrative fee that we kept from that.

5 - Choosing 2020 City/Venue

Jocelyn just got back from Chicago and Milwaukee site visits a few hours ago. We've narrowed it down to a top choice in each city and a secondary choice in each city. Here's a brief overview of each:

Convene (Chicago top choice)

Convene is a meeting space (I believe the company started as a coworking space). One of the best things about Convene is that they do their best to be all inclusive. For a flat per person rate, we would receive the meeting space; negotiated meals; unlimited coffee and snacks; most AV that we would need including unlimited outlets and wifi, let alone projectors, screens, and mics/sound in the meeting space; among other things. The specific space we are looking at is actually still being built, but will be one of four in Chicago. There's plenty of meeting spaces in a variety of sizes, plus several seating areas and lots of opportunity to rearrange the space to suit our needs.

We would have to negotiate the hotel rooms separately, but Convene has a few partners. Another hotel that we toured (and decided it wasn't a good fit for the conference) is a partner and offered ride share credits for our attendees. It's just a half mile from the meeting space, but they offer \$10 per guest per day as long as the ride picks up or drops off at the hotel. An Uber from the hotel to Convene is about \$6 one way, so with sharing, the attendees could easily get to the meeting space and back and maybe even use extra credits to go to other places after hours.

Jocelyn is still locking down a few details here, but Convene is eager to work with us.

Gloria's Overall Chicago Comments

Gloria mentions how easy it is to get to either Chicago or Milwaukee. She also suggests that it's really easy to get around in the Chicago area - everything is very close in. She was a bit concerned about being in the financial district, but if our hotel is right there where everything is, then she thinks it would work out great. Also, marijuana will become legal in Chicago on Jan 1, which could be a selling point for some attendees. (Gloria is also already getting in touch with the other centers in the area and they are all interested in getting involved. She has also already been talking to customers about potentially speaking.)

Potawatomi (Milwaukee top choice)

Potawatomi Hotel & Casino is owned and Operated by the Forest County Potawatomi Community, which is a Native American Reservation right on the edge of downtown Milwaukee. The hotel has a significant amount of meeting space, and a large and new hotel. Attendees would not have to step foot in the casino, unless they want to! The hotel and meeting space really incorporate the natural elements into their design in a fun and subtle way.

One highlight of the Potawatomi meeting option is that their sales team has been very flexible and helpful and was interested in working with us to make a win win situation. The Legacy Ballroom would be a great fit for most of the main conference, and there are lots of smaller rooms that would work well for Friday Activities. Since we reached out to this hotel last minute, we are still waiting to hear back if they have any availability within our window. Since the hotel is attached to the casino, they can afford to offer lower rates for hotel rooms, meals, AV, etc.

Andy's Overall Milwaukee Comments

Chicago and Milwaukee are very similar, but Milwaukee is like a smaller version. Andy loves that there are so many great restaurants in the area, and again everything is very close together.

Fairmont (Chicago second choice)

The Fairmont is a solid, basic hotel option for a meeting. We would experience all the normal bells and whistles at this venue, in addition to experiencing all of the normal hotel charges. Its a union property so we can expect even more charges. The ballroom that would be our is a good size and would leave us with plenty of flexibility for space. We would have to get creative with breakout space for the Friday Activities. This hotel is right in the center of all of the action.

Hilton City Center / Milwaukee Convention Center (Milwaukee second choice)

We looked at the Hilton as an option, but discovered that we would not be able to get float tanks into the center. The convention center is connected via skywalk - we could do preconference events in the hotel and the main conference in the convention center. This could add up quickly. We are still waiting to hear back about availability and prices.

6 - Next Meeting

Our next meeting would have been scheduled for January 1, so we will not meet then. We will wait and see what information we can get from the hotels, share said information, and meet as needed.

7 - Closing Comments

Next Meeting: TBD

Meeting Adjourned: 3:09 pm